



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, March 15, 2011
Pinnacle Conference Room at Human Resources
7575 East Main Street
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:01 a.m.

Kate Birchler, Chairwoman	David Richard
Mike Surguine, Vice-Chairman	Kathleen Glenn
Leon Young	Michael Hoffmann
Ace Bailey	

Commissioners Birchler, Surguine, Bailey, Hoffmann, and Glenn present; Commissioners Young and Richard absent.

2. Approval of Minutes

Commission discussion and possible action to approve the February 15, 2011 regular meeting minutes. (Attachment No.1).

Motion to approve minutes by Commissioner Surguine; Seconded by Commissioner Hoffmann. Approved 5-0.

3. Manager's Reports

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No. 2)
- b. Bed Tax Proforma (Attachment No. 3)
- c. Smith Travel Report (Attachment No. 4)
- d. Manager's Update

4. Proposed Tourism Development Commission City Council Work Study Session

Commission discussion and possible action regarding proposed TDC/City Council work study session.

Staff Contact: Steve Geiogamah (Attachment No.5)

5. Tourism Development Commission Proposed Bylaws Update

Commission discussion and possible action regarding revision of Commission Bylaws

Staff Contact: Steve Geiogamah (Attachment No. 6, 6a, 6b)



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING RITA MCCLEARY AT 480-312-7989 OR RMCCLARY@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT RITA MCCLEARY AT 480-312-7989.

Motion to approve by Commissioner Hoffmann; Seconded by Commissioner Bailey.
Approved 5-0.

6. Tourism-Related Capital Projects Evaluation Process

Commission discussion and possible action regarding tourism-related capital projects evaluation process. Staff Contact: Steve Geiogamah (Attachment No.7, 7a)

7. FY2011/12 Destination Marketing Preliminary Scope of Work

Commission discussion and possible action.
Rachel Sacco, President and CEO Scottsdale Convention and Visitors Bureau
Staff Contact: Steve Geiogamah (Attachment No. 8)

8. FY11/12 Event Funding Program

Commission discussion and possible action (Attachment No. 9)
Staff Contact: Steve Geiogamah

9. Fiesta Bowl and P.F. Chang Rock ‘n’ Roll Marathon Performance Recap

Brent DeRaad, SCVB-Executive Vice President
Update and commission discussion.

10. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

11. Public Comment

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

12. Adjournment 9:28 p.m.

Next scheduled meeting is April 19, 2011



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